

## **EXHIBIT "B"**

### **A comparison of pending Claim 1 with the disclosure of The '699 Patent.**

A method of providing secure interactive communication of textual information and image data between a central server computer and one or more client computer terminals, located at remote sites, for the purpose of storing and retrieving files describing and identifying unique products, services, or individuals.

"The images and audio portions may be collected locally or from remote sites in a variety of still video, motion, or multimedia formats... the program presentation may be made available over communication links, allowing users to access to program information in blocks or by way of a user-directed search" (lines 3 – 6 and lines 15 – 18 of The Abstract of The '699 Patent).

"A separate area 106 may be utilized to show product identification information, such as manufacturer name... and area 104 is designated for text information to describe the product. Associated text and image information is sequentially displayed... in which an image may correspond to any number of text files or a text file may correspond to any number of images (lines 12 – 19 of Column 6 of The '699 Patent)"

"Once program materials are assembled it is possible to play back all or part of the program by transmitting it over telephone or cable communications links, much the same way as the image materials have been collected from remote sites... the user simply calls for

this specific product information, at which time the appropriate program material is transmitted 58 directly to the user, either as a video program or as the necessary compressed images and associated data files 24..." (lines 40 – 50 of column 5 of The '699 Patent).

“Examples of applications for this technology include advertising for such products as new and used automobiles, trucks...” (lines 42 – 50 of column 6 of The ‘699 Patent).

“As an alternative, as ISDN line, with appropriate interface facilities at each end, will allow images to be transmitted from a remote site to the main computer at a rate of approximately 20 images per minute”... alternatively, dedicated data lines may be used (“lines 15 – 25 of column 4 of The ‘699 Patent”).

Separately storing textual information and image data from one or more of the remote terminals at the location of the central server computer with the image data being in compressed form and the textual information being included in a relational data base with identifiers associated with any related image data.

“A separate area 106 may be utilized to show product identification information, such as manufacturer name, manufacturer logo, or additional image information, and area 104 is designated for text information to describe the product. Associated text and image information is sequentially displayed, accordance with the predetermined sequence, in which an image may correspond to any number of text files, or a text file may correspond to any number of images (“lines 12 – 19 of column 6 of The ‘699 Patent”).

“Alternatively, facilities may be provided to enable the user to scan through the program materials as a database...” (lines 57 – 59 of column 5 of The ‘699 Patent).

“Code at the beginning of the text file name may be used to designate product identification information or images...”

(lines 34 - 38 of column 6 of The '699 Patent).

"... the practical application of this technology makes use of data compression, such as the industry standard JPEG data compression scheme" (lines 32 - 34 of column 3 of The '699 Patent).

"A further explanation of how text information may be associated with video images is disclosed in reference to Figure 3... ("lines 65 - 67 of column 3 of The '699 Patent").

"The text for any captions, either included in the image itself or in an area adjacent to the image, may be added automatically... by including the caption information... in a separate data file" (lines 15 - 23 of column 3 of The '699 Patent).

Associating for independent retrieval at the central computer the image data and the textual information.

“As an example of a simple way to associate images with text files, a text file containing product description information to be displayed... may be given a coded name “(lines 24 – 28 of column 6 of The ‘699 Patent)”.

“A separate area 106 may be utilized to show product identification information, such as manufacturer name, manufacturer logo, or additional image information, and area 104 is designated for text information to describe the product. Associated text and image information is sequentially displayed, accordance with the predetermined sequence, in which an image may correspond to any number of text files, or a text file may correspond to any number of images (“lines 12 – 19 of column 6 of The ‘699 Patent”).

Receiving and processing at the central computer single, multiple, and simultaneous requests for identification confirmation received from at least one of the remote terminals.

“The program presentation may be made available over communication links, allowing users to access the program information in blocks or by way of user-directed search” (lines 3 – 6 and lines 15 – 18 of The Abstract of The ‘699 Patent).

“The inherent bi-directional nature of the communication links 56, 18 is exploited for those who desire to receive copies of the program material electronically further enabling users to implement random access control of the program materials as if the program tape itself were physically located at the user location...” (lines 40 – 50 of column 5 of The ‘699 Patent).

Recalling and downloading textual information and/or image data requests from the at least one of the remote terminals to the requesting terminal for review; and

“The program presentation may be made available over communication links, allowing users to access to program information in blocks or by way of a user-directed search” (lines 3 – 6 and 15 – 18 of The Abstract of The ‘699 Patent).

“A separate area 106 may be utilized to show product identification information, such as manufacturer name... and area 104 is designated for text information to describe the product. Associated text and image information is sequentially displayed... in which an image may correspond to any number of text files or a text file may correspond to any number of images (lines 12 – 19 of Column 6 of The ‘699 Patent)”

“Once program materials are assembled it is possible to play back all or part of the program by transmitting it over telephone or cable communications links, much the same way as the image materials have been collected from remote sites... the user simply calls for this specific product information, at which time the appropriate program material is transmitted 58 directly to the user, either as a video program or as the necessary compressed images and



associated data files 24..." (lines 40 – 50  
of column 5 of The '699 Patent).

Comparing the textual information and image data downloaded at the requesting terminal with a product, service, or individual to be identified.

“Examples of applications for this technology include advertising for such products as new or used automobiles, trucks, motorcycles, heavy equipment, and manufacturing equipment, used or damaged parts for various types of vehicles and industrial equipment, directories for professional and other services, real estate, video school yearbooks, product catalogs for furniture, appliances or the like, and personal or professional introduction and identification services”. (emphasis added) (lines 43 – 50 of column 6 of The ‘699 Patent”)

It should be realized that the foregoing are merely non-limiting examples of the support found within The '699 Patent for the pending claims and that further support is certainly evident. Support for the remaining claims are similarly evident from a close reference of The '699 Patent and United States Patent Application Serial Number 08/205,885.